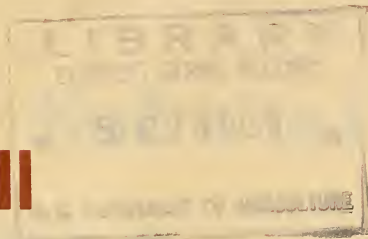


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# Let's Sell DAIRY RECORDKEEPING



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UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL RESEARCH SERVICE AND  
FEDERAL EXTENSION SERVICE, COOPERATING

# Let's Sell

## DAIRY RECORDKEEPING

### Why Sell Dairy Recordkeeping?

The dairyman who increases his efficiency, and thus his profits, helps himself. But more important, he influences the economy and serves as a good example for the entire community. One of the most effective tools for developing efficiency is production records. DHIA records show that in 1957, cows on DHIA's standard recordkeeping plan produced an average of 9,894 pounds of milk and 389 pounds of butterfat compared to an average of 6,162 pounds of milk and 235 pounds of butterfat produced by all dairy cows. So you're helping yourself and your community, as well as the dairy-men, when you help sell dairy recordkeeping.

### Who Can Help?

Many people have frequent opportunities to contact dairy farmers who are not keeping records. County agents, vocational agriculture teachers, DHIA supervisors, and artificial breeding technicians can emphasize the merits of recordkeeping while carrying out their regular duties. Milk plant fieldmen, feed and equipment dealers, bankers and many others also have opportunities for discussing recordkeeping with dairy farmers.

### Selling Approaches

There are many "hidden" values to dairy records. These include the dairyman's pride in developing a high-producing herd, the association with other co-operating dairy farmers, the building of an outstanding dairy community, and the recognition of a job well done. More important, however, are the direct values to the dairyman which may help you

sell him on dairy recordkeeping. Here are some you may want to emphasize.

### Basis for Correct Feeding

No dairy farmer can feed correctly without records. A dairy cow can be fed in three ways. She can be underfed, overfed, or fed just right. Without records, chances of feeding correctly are slim. Overfeeding runs up the feed bill and underfeeding causes loss in milk production. Monthly milk weights and tests can be used in developing a feed chart so that each cow can be fed according to her production. Records can be used the first month as a feeding guide.

### Records Can Pay Their Way

Savings in feed alone often more than pay for the cost of records. The most expensive recordkeeping system averages around 40 cents per cow per month. This is \$4.80 per year. Saving only one-half pound of feed each day will pay for this.

### Quick Measure of Profit

Generally, the cost of feeding dairy cows represents about one-half the total cost of producing milk. By doubling his feed cost, a farmer has a fairly accurate measure of how much it is costing him to produce milk and what his profit is. For example, records may show cow "A" produces 9,000 pounds milk worth \$450 at a feed cost of \$190; while cow "B" produces 6,000 pounds milk worth \$300 at a feed cost of \$155. Thus cow "A" returns a \$70 profit while cow "B" is only paying her room and board.

## **Culling the Loafer**

Most herds have a few cows that are not paying their way. Records provide the only sure way of locating these cows. Experience has shown cows can't be selected by looks alone. Many dairymen remember the high month or high day of a cow's lactation rather than her total production. Records become more valuable from month to month in locating cows which maintain a good level of production throughout their lactation.

## **Selecting Brood Cows**

The quickest way to develop a high producing herd is to replace low producers with heifers from high producing parents. The dam as well as the herd sire contributes to the producing ability of the herd. Records can help the farmer pick out the long-time consistently high producers that have passed on this characteristic to their daughters and sons.

## **Important Dates**

By knowing breeding and dry dates the dairyman can make sure his cows get adequate rest periods between lactations. Such records actually determine how hard the herd is working. Too many dry days show that the herd is loafing; too few may show the herd is overworked. By preventing these situations, the dairyman may save enough money to pay for a large percentage of the yearly record cost for the entire herd.

## **Proving the Sire**

No dairy farmer can judge the value of his herd sire without records on the sire's daughters and their dams. Dairy records contain information which helps the dairyman evaluate his herd sire at the earliest possible time.

## **Extra Profits**

Cattle sales over the country show that cows with records sell higher than cows with no records.

## TO BE A GOOD SALESMAN

To do a good job of selling records you must first do these things:

*Believe in what you sell.* As you learn more about dairy recordkeeping and its value to dairy farmers, you will develop the philosophy that you have something which every dairyman needs. Successful dairy farmers with outstanding herds are your best proof.

*Develop your knowledge of dairying.* If you are to talk and write confidently about record-keeping, you should understand what is involved in feeding a herd of dairy cows. A knowledge of breeding and management principles will help, too. When you can visualize how records can be used in these jobs, selling records to a dairy farmer becomes easy.

*Prepare yourself for each contact.* Organize your materials and your approach. By all means do not leave the impression that your contact had no real purpose.

*Use a variety of approaches with a prospect.* One contact will not sell most prospects, no matter how good the product. You may need to use a variety of methods to convince dairymen of the values of keeping records. That this will pay off is shown by a study involving changes in practices of 2,501 farmers and 869 homemakers. As the number of different types of contacts or exposures to information increased, the percentage of persons reporting changes in practices showed a corresponding jump. When exposed to information in 5 different ways, about 5 out of 8 individuals changed practices.

*Remember, you're not alone in this effort.* You have the support of many other people throughout the Nation who are interested in helping dairy farmers improve their efficiency. And, although your effort alone might not be sufficient to convince a dairyman he should keep records, it may be just the "clinch" needed to do the job.



## **COSTS OF THE THREE RECORDKEEPING PLANS**

### **Standard DHIA**

Approximate cost: Local DHIA board of directors fixes costs. Standard DHIA charges cover supervisor's time for weighing, sampling and testing the milk, and calculating the records. Average cost in most sections of the United States is 40 cents per cow per month.

### **Owner-Sampler**

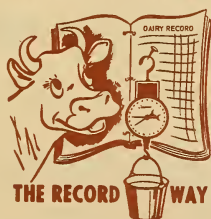
Approximate cost: Local DHIA board of directors fixes costs. Owner-Sampler charges cover cost of testing the milk and calculating the records. Costs vary but usually run about half the cost of Standard DHIA.

### **Weigh-a-Day-a-Month**

Approximate cost: Costs vary. Weigh-a-Day-a-Month charges cover cost of calculating records and incidental expenses—usually not more than 5 cents per cow per month.

**You can obtain more information about recordkeeping at your county agricultural agent's office or from the extension dairyman at your State agricultural college.**

**MAKE DAIRYING PAY**



Cooperative Extension Work: United States Department of Agriculture and State Land-Grant Colleges and Universities Cooperating.

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